

SAS® Intelligent Planning Cloud



Overview

Retailers, grocers and consumer goods companies are under increasing pressure to deliver winning customer service amid uncertain and challenging times. As consumers move more of their shopping online, companies need to adopt product demand sensing capabilities to efficiently anticipate and meet omnichannel customer service levels. Forecast accuracy is critical to maintaining profitability while meeting customer demand without over- or under-stocking.

Sense and shape demand with orchestrated enterprise planning in SAS® Cloud

SAS Intelligent Planning Cloud focuses on capturing demand signals for where, how and when demand is generated and senses customer demand across each channel. Patented forecasting techniques delivered in SAS Cloud - powered by Microsoft Azure - provide predictive and prescriptive supply chain insight enhanced by AI and machine learning for decisions based on channel-agnostic visibility of demand and supply.

You can collaborate across the organization to better plan the demand, promotions and sell-through for new and existing products and services - giving you the freedom to experiment, respond to demand and achieve your goals.

Why SAS® Intelligent Planning Cloud

This solution satisfies the demand planning needs of organizations of all sizes delivered as a modular consumption-based service.

SAS helps companies:

- **Realize value quickly.** SAS provides hyper-accurate forecasts in an easy-to-use cloud service. Your solution is up and running in weeks, not months.
- **Drive revenue and margin gains with improved service levels.** Improved visibility of demand volatility supports on-shelf performance by balancing inventory levels while reducing safety stock.
- **Improve planning efficiencies.** Our patented capabilities guide planners to manage by exception, which reduces human error and unproductive planning efforts.
- **Demand-driven decisioning.** Integrated worksheet analytics allows your staff to conduct ad hoc analysis, visually explore data, and develop reports and dashboards to share insights through the web and mobile devices.
- **Improve planning collaboration.** The ability to share strategic plans across the organization guides business users in agile, collaborative decision making.

Key capabilities

Create and execute demand plans that help ensure the right amount and type of inventory at each location to meet cross-channel consumer demand. Automated planning processes include:

Short-term demand sensing. Optional weekly forecasting quickly identifies shifting demand using a combination of time-series models and machine learning to automatically choose the best model for each product and ship-to-location combination.

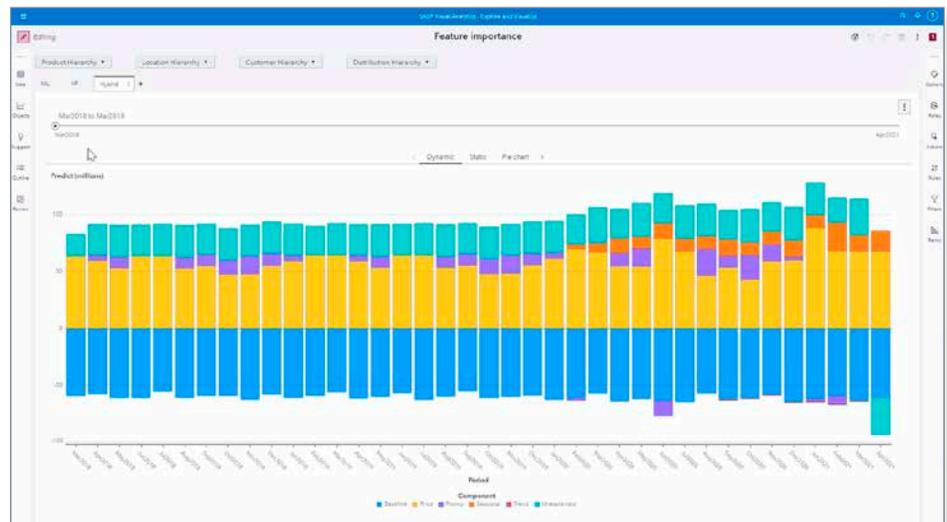
Patented assisted demand planning. Machine learning provides guidance to planners making manual overrides on whether to raise or lower forecasts for recommended products during specified time periods, resulting in the highest accuracy using the best of machine and human judgment.

Automated workflow design.

Out-of-the-box process flows give your management team full visibility into the end-to-end planning process, ensuring alignment with strategic corporate objectives.

Monitoring, tracking and reporting.

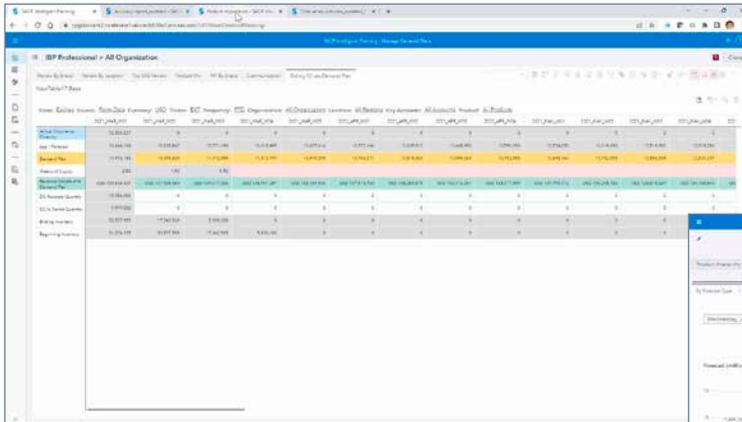
Visual dashboarding and exception reporting improves monitoring and visibility and demand signals such as POS data, customer orders, shipments and syndicated scanner data.



Feature importance report

Challenges

- Older planning approaches do not allow for rapid, consumer-based insight and analysis due to siloed design and performance constraints.
- Basic planning systems or spreadsheets don't easily enable data manipulation or allow executives to view corporate roll-ups from different vantages - making strategic planning across the enterprise difficult.
- Lack of automated processes results in manual, low-productivity tasks reducing planners' efficiency and ability to work strategically to improve results.
- Short product life cycles, the proliferation of SKUs and lack of visibility into consumption data result in low sell-through rates.



Rolling 52-week demand plan



Weekly forecast with promo lift

Components

SAS offers powerful prebuilt analytical forecast models, a prescribed data model, integrated business process workflows and dashboards with exception reporting that support supply chain planning.



Support for an intelligent business process. Built with collaboration at the heart of the solution, SAS provides superior collaboration and process management features that are intuitive and aligned with common integrated business processes of consumer goods companies, grocers and retailers.



Preconfigured forecasting and demand planning. Our powerful analytics for demand sensing and shaping, forecasting and price elasticity estimation are embedded to support what-if analyses that free up time and unlock revenue and cost control opportunities.



Modular, consumption-based cloud solution includes the use of our software on SAS Cloud infrastructure powered by Microsoft Azure, related stand-ready provisioning services, on-demand education and ongoing operational and model tuning support.



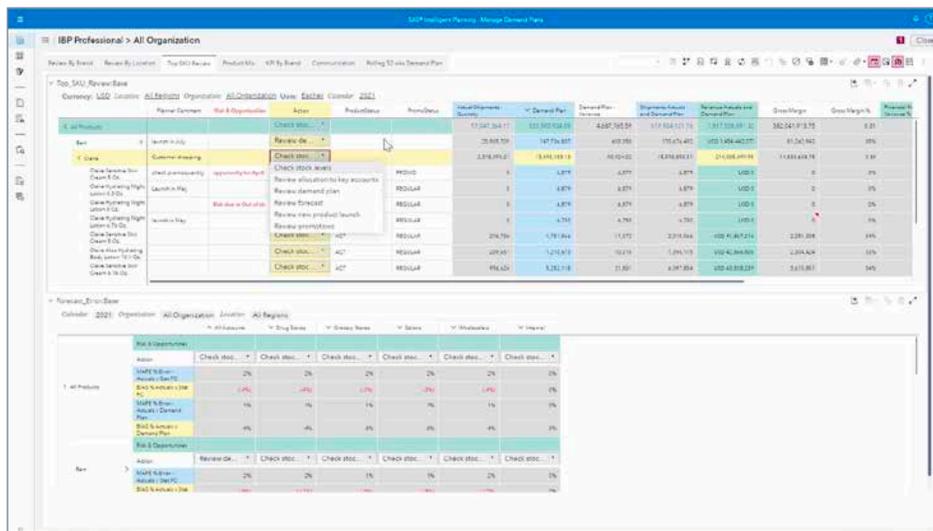
Prebuilt analytical models, data structures and workflows. Unlike other patchwork integration approaches, the SAS solution shares purpose-built components like common planning services, a common data model, integrated workflow and collaboration services - all engineered to work together.

The SAS® difference

Now companies can quickly implement cloud-based demand planning to analyze customer demand and collaborate across the organization to develop strategic plans that optimize their supply chain and deliver customer-centric assortments that account for changing demand and inventory conditions. With the next-generation SAS Intelligent Planning Cloud, organizations can automate and accelerate demand planning insights across their supply chain.

The SAS Intelligent Planning Cloud is part of the SAS portfolio of retail and consumer goods solutions. Related offerings include:

- SAS Financial Planning.
- SAS Assortment Planning.
- SAS Size Optimization (a solution for size profiling and pack optimization).
- SAS Revenue Optimization Suite (a solution for markdown and promotion optimization).
- SAS Visual Analytics.
- SAS Visual Data Mining and Machine Learning.



Assisted demand planning top SKU worksheet

For more information, please visit [SAS Intelligent Planning Cloud](#).

